

# **ECONOMIC**

## **The Odyssey of**







# ALTITUDE

## Addison Airport

By Vince Sclaro

Wilbur and Orville Wright had their hands full 100 years ago conjuring up the possibility of powered flight without having to imagine modern-day air travel and airports. They'd be glad to learn of the impact their invention has had on convenience and economics in today's world. It's made for good business.

And good business in Addison and North

Dallas, and around the country, can thank

Addison Airport, Texas' busiest general aviation airport and one of the U.S.' busiest. The local economy benefits as well; the Airport, its support services and industries provide employment, generate economic impact through the production of local goods and services, and add to local and state revenues.



FBO's at the Airport—Addison Express owns primarily Lear Jets and Falcons, which it has available for charter. Partner and GM Kevin Lacey says it's mainly business customers who use the FBO's full menu of services, and that his company, and Addison Airport, are quite a draw. Says Lacey, "We get customers from the East Coast and West Coast as well as north and south of the border."

### ***Engine of a Different Sort***

Addison Airport not only serves as a vital component of North Texas' transportation network, it's also an economic engine for the local economy. A recent economic impact study found that each year, \$610 million in revenue is generated—with \$128 million in earnings—and over 1,500 workers, private and public, are employed in a myriad of areas: charter, aircraft rental, aircraft sales and leasing, pilot training, avionics, maintenance, repair, storage, air taxi and cargo services, as well as

---

***"Time is becoming more and more an issue for everyone, and going through the big airport is just too much."***

---

government agencies such as the FAA. (Several of those on-airport employees are at the Cavanaugh Flight Museum, one of the premier flight museums in the U.S. The 50,000-square-foot museum houses warbirds fully restored in their original flying condition, as well as popular displays of aviation art.)

Capital projects, to maintain safety and provide for growth, are also responsible for creating jobs and injecting dollars into the local economy. Spending for improvements in 2002 totaled \$800,000.

Economic-benefit figures include multiplier impact; the hotels, restaurants, businesses, theaters and shopping outlets that surround the airport, while adding to the appeal of the area, benefit from Airport business. The impact study, conducted in 2002 by Coffman Associates, Phoenix, determined that visitors traveling for business

or personal reasons spend nearly \$15 million annually and are responsible for 264 off-airport jobs. About two of every seven visitors arriving at Addison Airport stay overnight.

Tax revenue is another important source of public revenues generated by the spending, jobs and earnings created by Addison Airport. Federal, state and local taxes

## **From office...**



## **to air...**



## **...in minutes at Addison Airport**

- Reduced travel time
- Minimal delays
- Close-in parking
- Six charter companies
- 24-hour U.S. Customs service

If you're looking for business travel options or more information about the airport, please call us at **972-392-4850** or email [darci.neuzil@wgint.com](mailto:darci.neuzil@wgint.com)

**Addison!**  
Airport





## Airport Partners

Avbase Aviation performs aircraft management at Addison Airport, providing crews, training, maintenance and certification as well as fuel, cleaning and storage for companies and individual clients. Jason DePalma, director of marketing for parent company Jet Partners LLC, says his customers include actor John Travolta, whose Florida-based Gulfstream II

makes regular visits to Addison. Available for charter through Jet Partners at the Airport: a Learjet 35, which along with the company's other aircraft from across the U.S. is managed and serviced here.

"It's clear that what's contributed to the Addison and North Dallas economy, including some of the national headquarters that have located there, is the Airport," DePalma says. "Time is becoming more and more an issue for everyone, and going through the big airport is just too much."

"When the executives of one of the many corporations in the area, like Pizza Hut or Kinko's, can hop on a jet in five minutes, travel and be back the same day, it just makes a lot of sense. General aviation is a timesaver."

DePalma, who works out of Jet Partners' offices in Cleveland, is familiar enough with Addison and North Dallas to know of the area's appeal to flying clientele. "Addison is a beautiful area and a nice place to live," he says. "It's no wonder there's so much aviation activity in the area. There's a lot going on."

## In the Beginning

A certain group of flying enthusiasts might not have anticipated grand things back in 1954 when they conceived of Addison Airport. The little airport, completed in 1957 and purchased by the Town of Addison in 1976, now accommodates some 177,000 flights each year, mainly business-related but also for pleasure.

Between 700 and 800 aircraft—single-engine and multi-engine planes, turboprops, rotary craft and nearly 200 private and corporate jets—are based here. The city-owned field is privately managed by a joint venture of Dallas-based Staubach Company and Idaho's The Washington Group.

Addison Express, in operation at Addison Airport since 1998, owns some of the jets here. A fixed-base operation—one of three

# AlternativeAir

972.490.8555



## Why Private Aviation Makes Sense

**Get Closer.** Our planes can reach more than 5,000 airports in the U.S. Commercial airlines only service 500.

**Be Productive.** Get work done on the road by meeting with key people in flight.

**Time is money.** Avoid bothersome security checks and delays of commercial flights by operating on *your* schedule.

My, How Time Flies...



## Meeting All Your Aviation Needs

**Flight Crewing.** We have certified flight crews available.

**Aircraft Sales.** We provide aircraft acquisition assistance, and sales.

**Maintenance.** Annual inspections, Turbine aircraft inspections, Major repairs, and modifications with seven FAA certified A&P technicians, and three Aircraft Inspectors on staff.

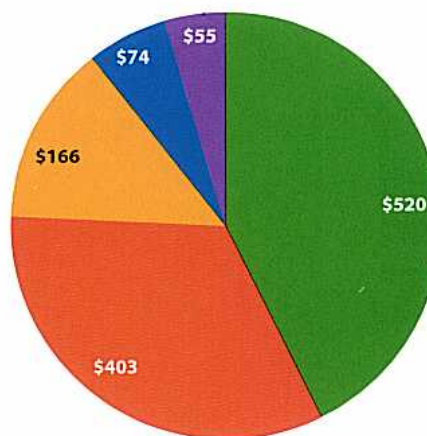
Visit our website: [www.alternativeair.com](http://www.alternativeair.com) or

Contact us at: 972-490-8555

Our address: 4581 Claire Chennault  
Addison, TX 75001

Airport directions: We are located at the east end of taxiway Victor.

Spending Per Overnight Aircraft



Total Spending \$1,218.00



Lodging



Food & Drink



Retail



Entertainment



Transportation



at the current level of operations total \$112 million. With over 200,000 operations projected in the long term, \$152 million would be generated.

### ***Especially Friendly Skies***

What is it that has individuals and companies continuing to flock to general aviation? The advantages of air travel in general, both tangible and intangible, often can be magnified with GA flight. There's timesavings as well as flexibility, as GA airports provide a means for travelers to reach destinations without the delays and uncertainty of airline flights.

General aviation can access more than 5,300 airports, nearly 10 times as many as those served by scheduled airlines. The 2002 study revealed that GA aircraft arriving at Addison Airport originated at over 150 airports in the U.S., plus several outside our borders. The average length of a trip by aircraft at Addison Airport in 2002 was 336 miles, with an average duration of just under two hours.

In a metropolitan area of over five million, one might imagine Addison Airport is not alone in the general aviation game, and it's true. Other big GA players are located throughout the D/FW area, including Fort Worth's Meacham, Collin County Regional in McKinney, Arlington Municipal and Denton Airport. All have the runways and facilities necessary to accommodate annual operations of well over 100,000.

Juan Oviedo, president of Alternative Air, Inc., which offers charter aircraft management and pilot services, says Addison Airport is Alternative Air's home for a simple reason: The North Dallas area is where the customers are. In addition to the area's large population base, the nature of local business is such that there's a demand for general aviation. It's what's kept Alternative Air here for 17 years now.

### ***Local, Lone Star Hero***

The convenience and flexibility that benefits general aviation boosts Addison Airport, located on 366 acres within Addison's close confines. Aircraft take off and arrive on a runway of approximately 7,200 feet, just under half of D/FW International's longest. Hangars total 300,

and tie-downs secure the majority of aircraft.

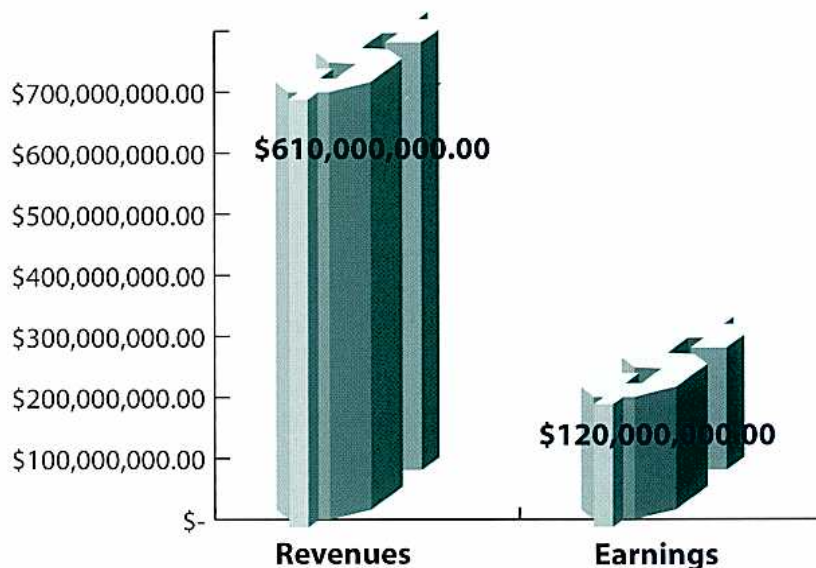
Says Stacy Muth, VP of Operations with Ameristar Jet Charter here: "Addison Airport has so many of the amenities of a large airport without the commercial traffic congestion. We have a tower manned most all day, excellent fire and rescue teams, a nice, long runway, and customs. Addison is also in a beautiful area, and North Texas is a wonderful place for families to live." Ameristar, which Muth describes as the largest operator of Part 135 on-demand cargo and passenger jets in the country, has operated at the Airport since 1988.

Addison Airport hasn't grown to become one of the country's busiest general aviation airports without careful planning and execution. And continued growth and success won't be by accident—The Airport has set industry standards for safety, economy and convenience, and a new master plan is under development, an update of the last such study in 1997.

The strategic forecast involved in the master plan will provide a blueprint for airport facilities and infrastructure—growth, renovation, revitalization and redevelopment—so that current operations as well as future demands (up to 20 years) at the Airport



### **Summary of Total Economics Benefits**



can be met. The master plan addresses users of the airport, the number of aircraft operations, facilities needed to accommodate such activity, and possible alternatives to meeting these needs. A detailed development concept examines how airport needs can be optimally balanced with financial resources.

The Town of Addison and Addison Airport, who are committed to a "good neighbor" approach, continue with an ongoing voluntary noise abatement program

*"Addison Airport has so many of the amenities of a large airport without the commercial traffic congestion."*

in cooperation with the FAA. The master plan includes a noise compatibility study update to see that the community's wishes are met while the level of aviation activity at the Airport, and the economic dollars generated, continue.

### **At Home in Addison**

Classic Aviation began at Addison Airport in 1965 and Classic and its flight school has grown with it into the 21st century. The company also has a large maintenance shop and pilot shop, one of three here, and rents aircraft.

Owner Cassie Green acknowledges in particular the service of FAA-designated examiner T.M. Smith, "Smitty" to the many pilots and prospective pilots he's helped over the years. "Everyone knows Smitty," says Green. "He's been a big part of Classic Aviation, and of Addison Airport."

"We serve customers from all walks of life, corporate fliers as well as the recreational pilots who fly as a hobby," Green says. "Addison is a high-traffic airport, and general aviation continues to be a big part of Addison."

## CURLEY INSURANCE GROUP

**Prompt,  
professional  
and complete service  
for all your insurance needs:**



**KMCINSURANCESERVICES**

**Insurance and Risk Management services  
for small and large commercial business**

Business Insurance Coverages • Workers Compensation  
Property • Auto • General Liability • Professional Liability

**KMCBENEFITSERVICES**

**Assistance in designing Employee Benefit  
programs or reviewing existing programs**

Benefits • Health Insurance • Life Insurance • 401 K



**Personal Insurance coverage and  
service at competitive rates**

Homeowners • Automobile • Boat

P.O. Box 803391 • Dallas, TX 75380

Phone: 972.991.6677 • Fax: 972.991.6679

[www.curleyinsgroup.com](http://www.curleyinsgroup.com)

Chubb Group of Insurance Companies



Travelers

MetLife Auto & Home

Safeco Insurance